


## **New Education Cabinet Communications Director Meets Principals During Summer Conference**



**KY Tech principals had an opportunity to meet Mr. Stan Lampe, the executive director of communications for the Kentucky Education Cabinet, during Career and Technical Education's 2004 summer conference in Louisville. Lampe was appointed to this position by Governor Ernie Fletcher and reports directly to Education Cabinet Secretary Virginia G. Fox.**


**During his remarks, Stan delighted all the principals when he encouraged everyone to spread the good news regarding KY Tech schools, programs, teachers and students by providing them with the following three keys to media relationships:**



•**Successful media relations do not happen overnight.** Media relationships, like all relationships, form over time, and they are based on common interests and common values, not conflict. Get to know your newspaper publisher, or radio station general manager, or TV station general manager in a neutral setting - - like a Chamber of Commerce luncheon, or a Rotary dinner. Learn about their backgrounds. Where did they go to school? Where were they born? What other towns have they worked/lived in? What is THEIR community project? Do they have a spouse and children? What do they think are the strengths and weaknesses of your community? What business leaders or community leaders do they admire? Why? Ask them about THEIR business. Is their advertising revenue up? Is their readership up or down? Interview and learn about THEM. Don't just jump in and start talking about your school! LISTEN. Then listen more.

•**Most local newspapers, radio stations and TV stations are "funded" by five sources: car dealers, real estate agents, banks, hospitals, and department/grocery stores.** Think about it. These businesses write checks to pay for advertising on TV, radio and print. Do these businesses have a close, long-lasting relationship with your local media management? You bet. So, think strategically. If you have a tech program that deals with cars, banks, hospitals, real estate, or retail shopping, those local business managers are your pipelines to make the introduction to your local media management.

•**Keep track of your "numbers."** There are many great media stories that come from an agency or school simply by keeping good records: a truck driver who has driven a million miles without an accident; the 50th



anniversary of your school opening; the 5,000th student graduating from your school; 20 graduates last year are now earning, collectively, \$500,000, and they haven't left the community. Think of these statistics as powerful little factoids. So what do you do with them? Share them with the Mayor, County Judge, and of course...your new media friends...on your third or fourth meeting, NOT your first meeting! Challenge your staff to think in "out of the box" ways. If you graduated your first woman welder five years ago, where is she now? If you are graduating your first woman welder this year...that's news. **Your "numbers" are news. Keep track of them.**

Lampe comes to the cabinet armed with a wide array of education and experience. A 1974 cum laude graduate of The Ohio State University, he earned a bachelor degree in political science and minored in classical languages. He graduated from the Harvard University's John F. Kennedy School of Government, the State and & Local Government program.

Prior to joining Kentucky State Government, he was the chief global spokesman for Ashland Inc. Preceding Ashland Inc., Lampe was employed by Alcan Aluminum Limited, where he served in positions dealing with government relations, media relations, and international issue management.

Based on his education and experience, it is apparent that technical education is in good hands when it comes to communications.